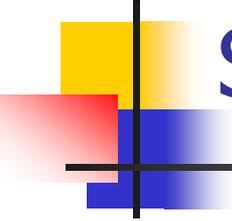


US DOT Speed Management Activities

Lifesavers 2008

Keith Williams
Enforcement and Justice
Services Division



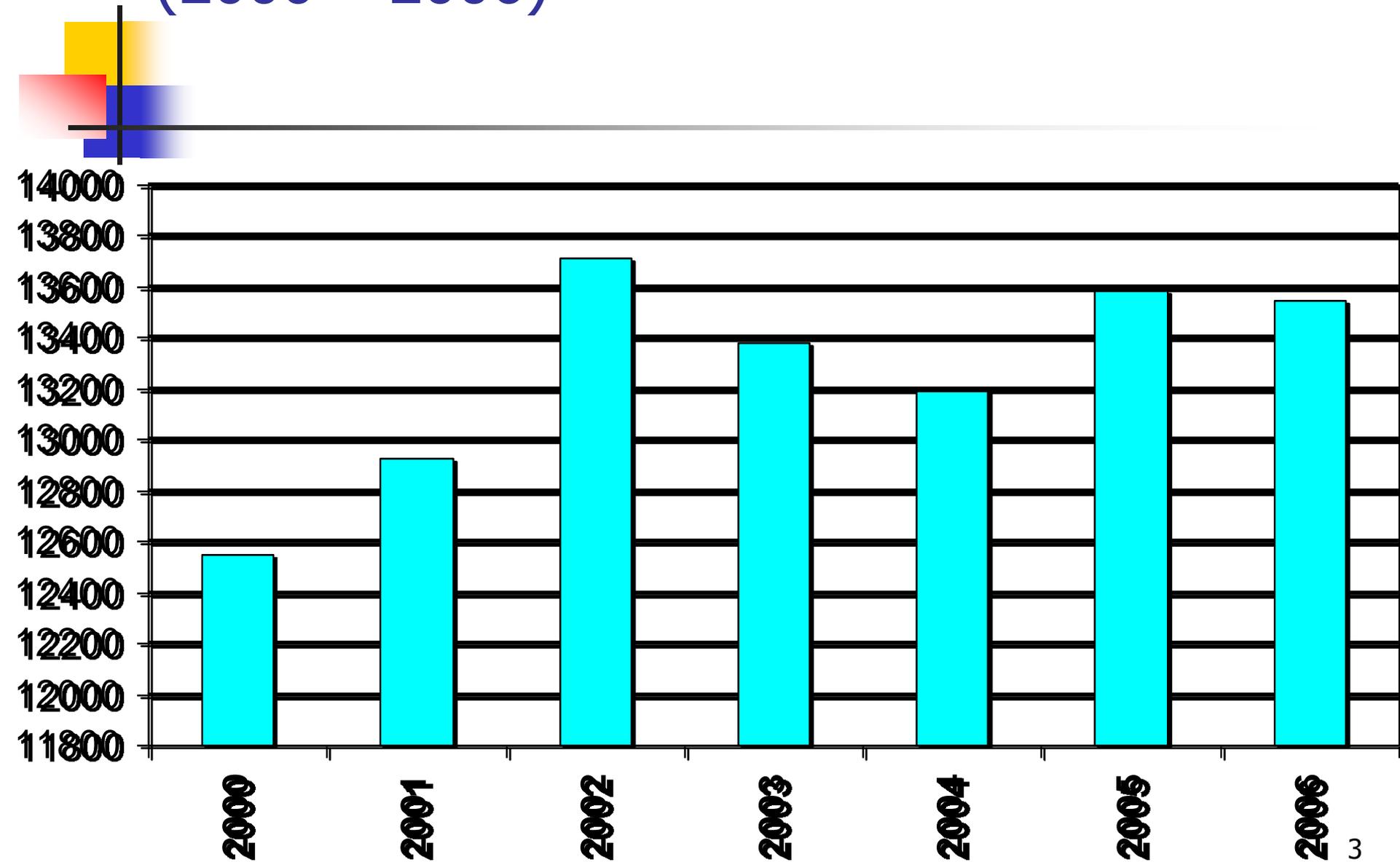


Speed-related Facts*

- Speeding – Driving too fast for conditions or exceeding the posted speed limit
- 13,543 Fatalities (2006)
- **31%** of all Fatal Crashes (2006)
- 87% non-interstate (2006)
- \$40.4 Billion per Year (2000)

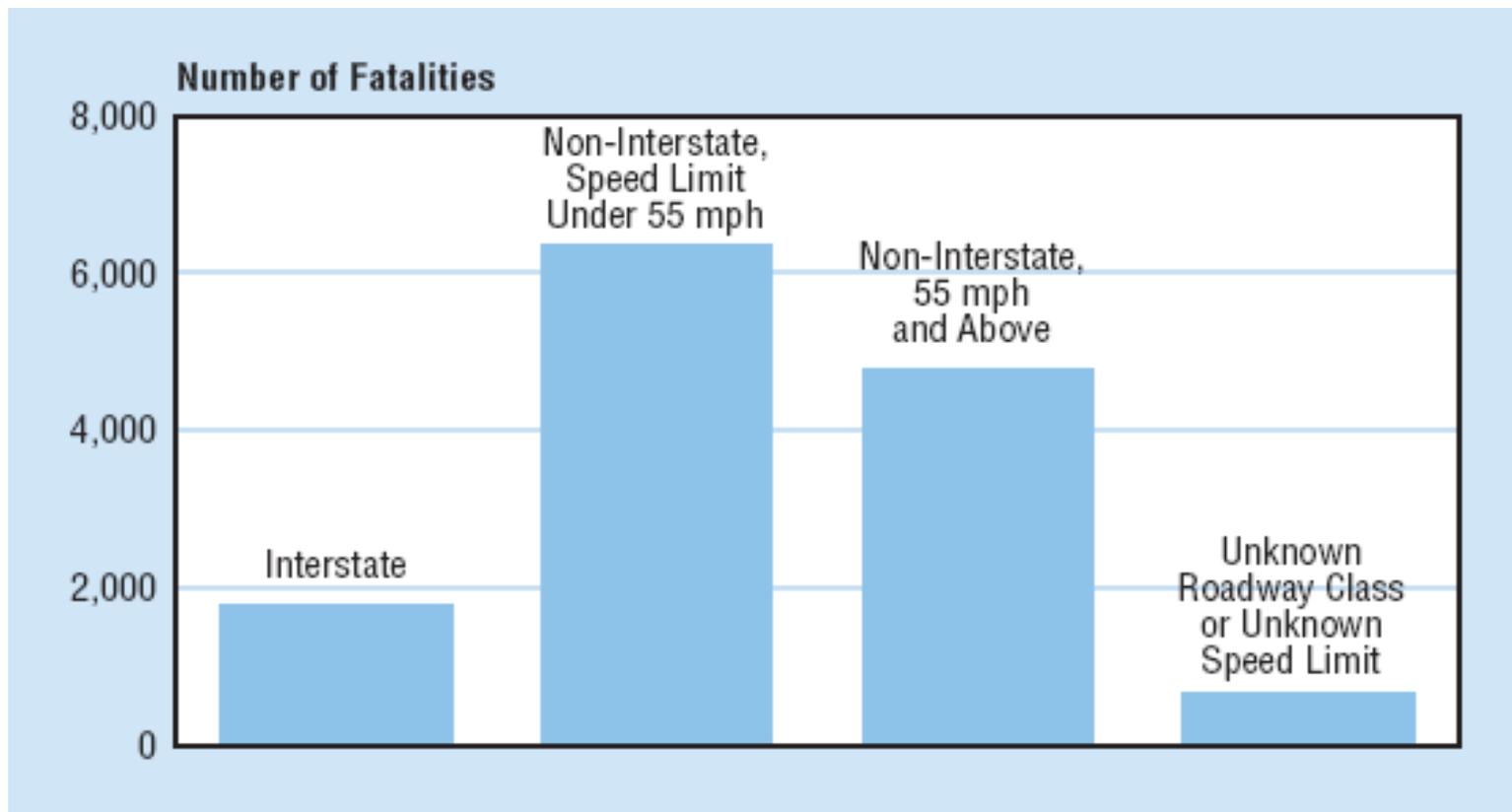
*NCSA, Traffic Safety Facts, 2006 Data, Speeding

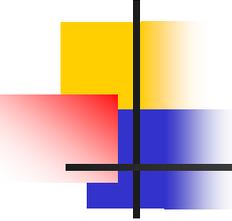
Speed-Related Fatalities (2000 – 2006)



Speed-related Facts

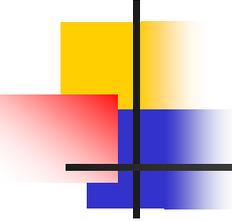
- 87% of Speed-related fatalities occurred on non-interstate roadways





Challenges

- Lack of data:
 - Travel speeds
 - Speed involvement in crashes
 - Police Accident Reports (PAR) subjectivity
- Lack of political will in making speed management a priority



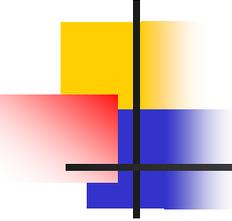
Challenges

- Technology
- Many speed limits remain arbitrarily or politically set
 - Not consistent with roadway design and motorists expectations
- Enforcement often a low priority
- Vehicle advertisers emphasize speed and performance of vehicles

Speed Management Demonstration Projects

- NHTSA, FHWA and FMCSA funded demonstration projects in seven States
 - Connecticut, Indiana, Louisiana, Massachusetts, Michigan, Mississippi and Virginia
- Program strategy:
 - Multidisciplinary approach
 - Appropriate speed limit
 - Strict high visibility enforcement
 - Media campaign





Speed Management Workshops

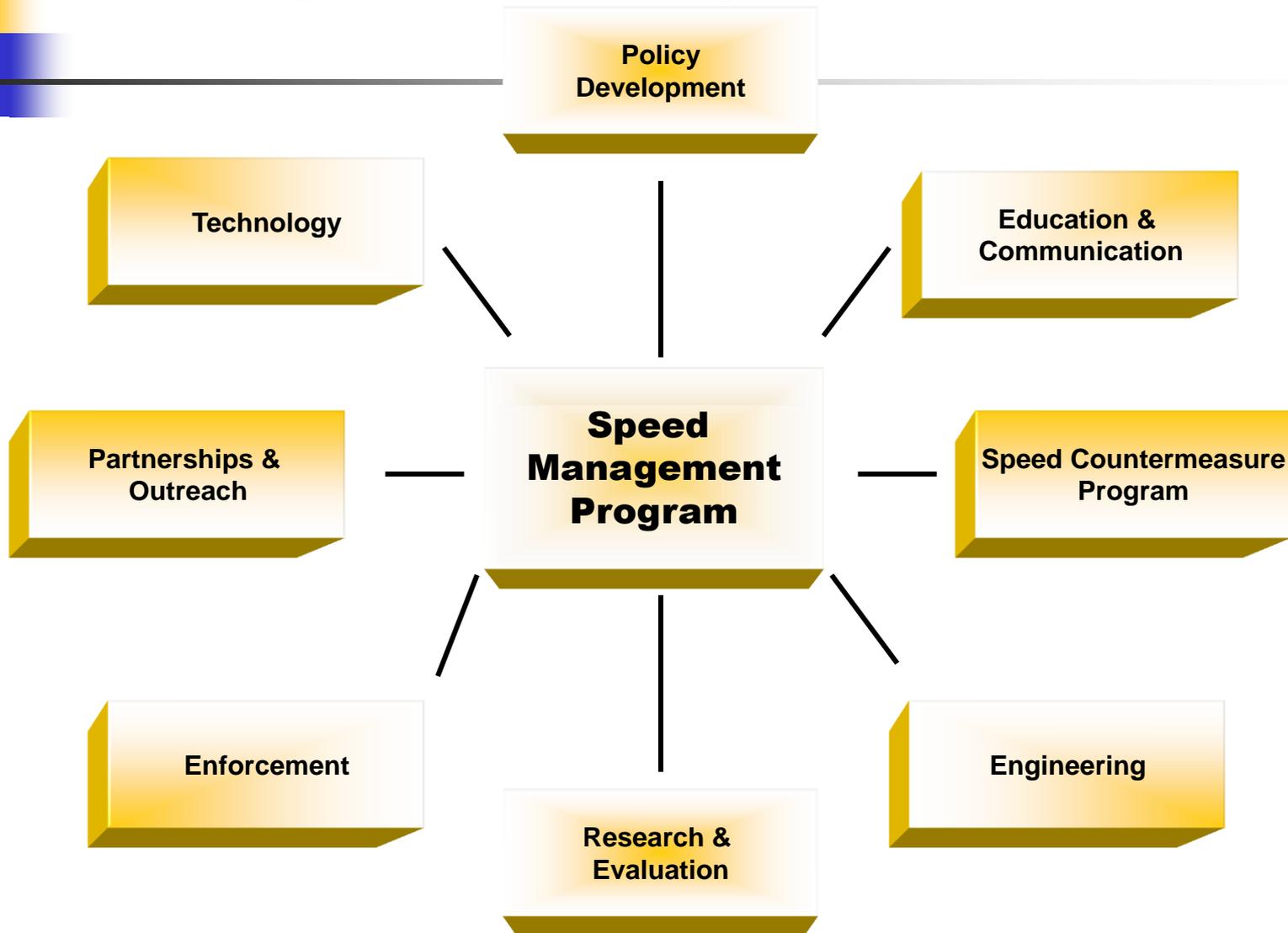
- Comprehensive partnership promoting cooperative approach to solving the problem of speeding at the State and local level.
 - **National problem requiring local solutions**
- Workshop is a tool to develop holistic plans involving:
 - Engineering
 - Judicial
 - Enforcement
 - Political/Public Policy
 - Communications

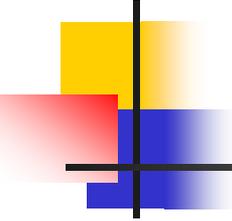
Positioning Speed Management

- An Integrated Problem-Oriented Targeted Collaborative Approach



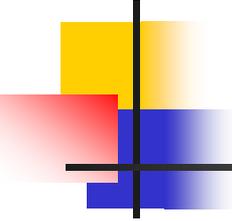
Comprehensive Speed Management Program





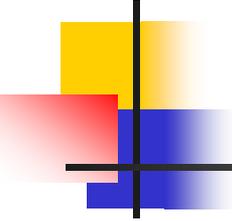
TRANSITION

**How to transition from the
status quo to a model driven
by a
problem oriented strategic
approach**



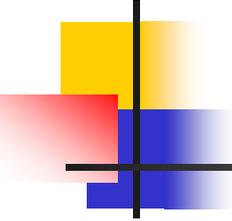
GOAL

- **Develop a comprehensive model to implement and maintain long-term, goal oriented speed management program**

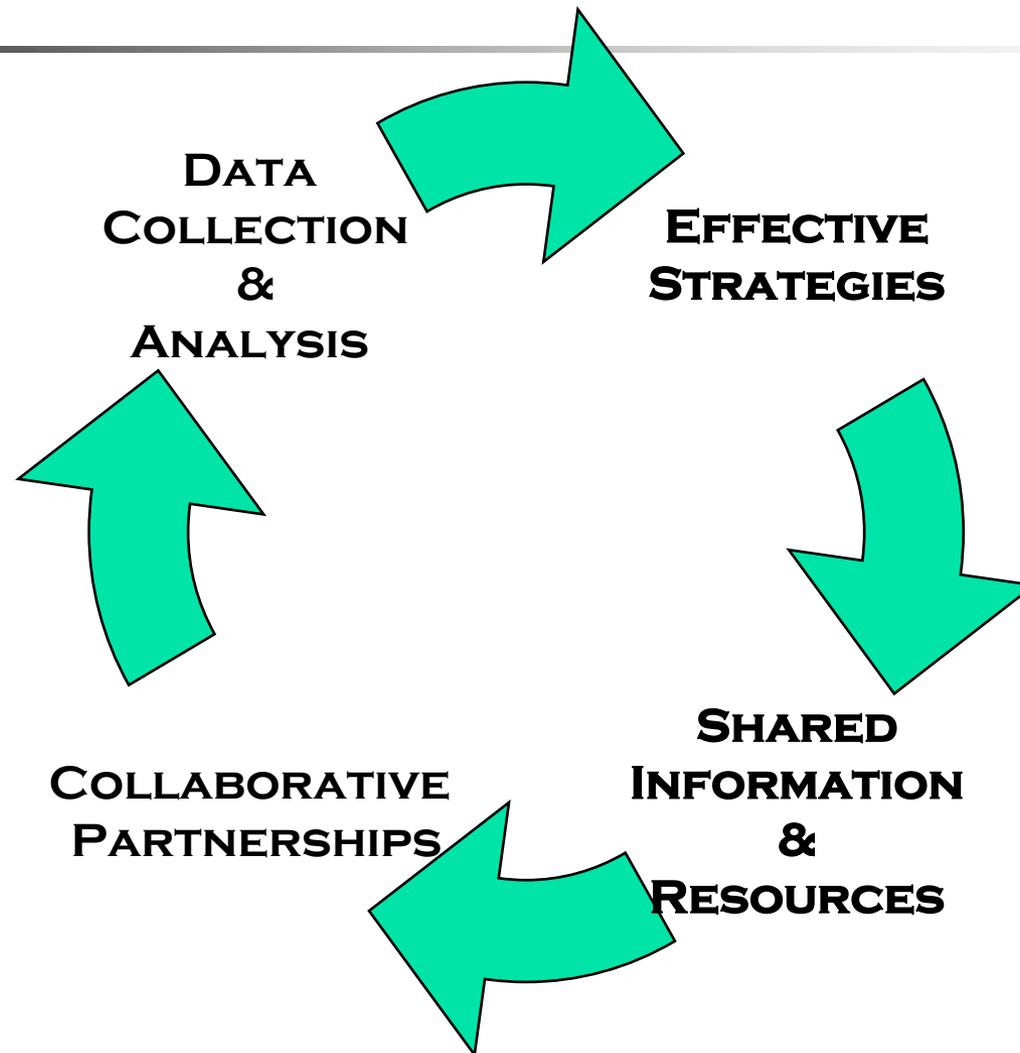


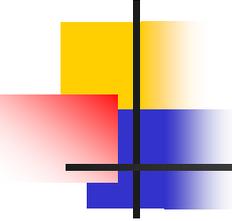
Achieving the goal?

- **Commit to a philosophy of speed management that is data driven with measurable outcomes**
- **Develop and execute a *flexible* action plan that will produce sustained positive results**



Local Framework





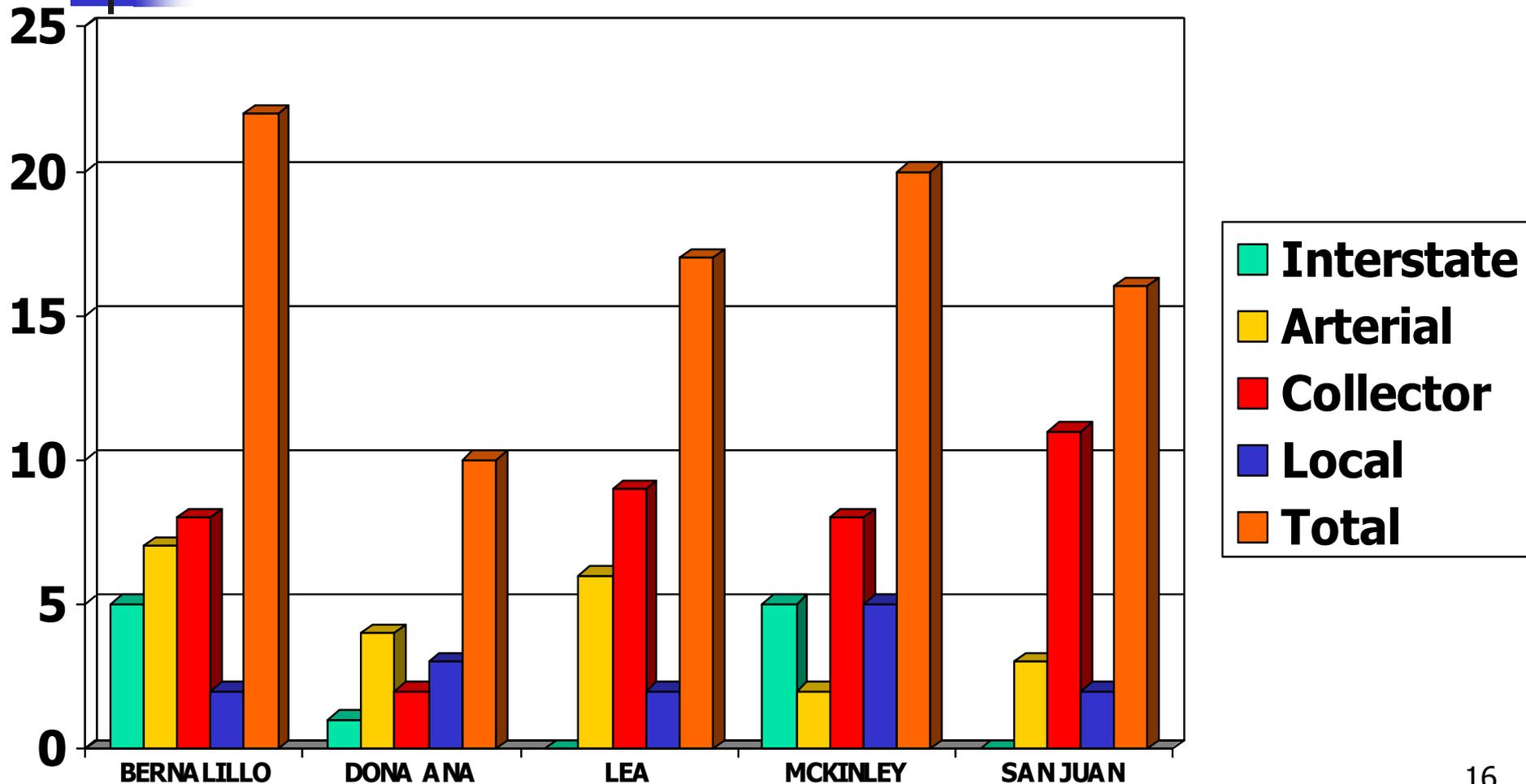
Strategic Change Model

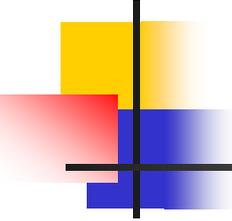
- **Locally-based initiatives**
- **Engage Leadership**
- **Buy-in at all levels, (internal/external)**
- **Continuous timely & accurate data analysis**
- **Target problem locations and individuals**

Example

New Mexico Counties

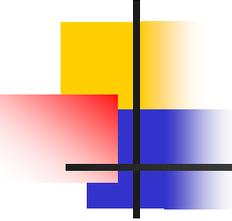
Highest Speeding Related Fatalities by Roadway Type





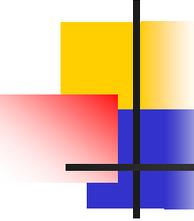
Speed Management Workshops

- Workshops completed:
 - Regions 1, 2, 3, 4, 5, 8, 9 and 10
- Region 6 Workshop tentatively scheduled for July 2008
- Contact the NHTSA Region or FHWA Division Office for assistance in conducting a workshop



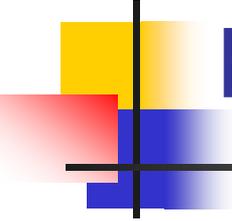
Discussion

- What is your State or Jurisdiction's Speed Management Policy?
 - Do you have one?
- Do you have a Speed Management implementation plan?
- Who are the key leaders?



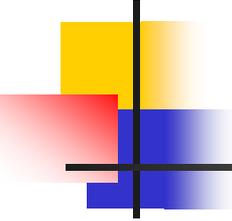
Automated Speed Enforcement

- Supported by NHTSA, FHWA and FMCSA
 - Working group of stakeholders
 - New NCHRP Project on best practices and lesson learned from domestic programs
- Speed Camera Systems Operational Guidelines
- Speed Enforcement Program Guidelines
- Automated Enforcement Literature Review
 - A compendium of research on ASE programs



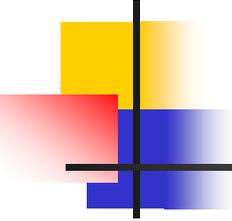
Automated Speed Enforcement Programs

- ASE Programs active in approximately 30 jurisdictions
- Freeway Work Zones IL, OR
- School Zones/ Residential 10
- Intersections (AZ, DC, NM, TN)
- Freeways (AZ, DC)



Issues Related to Automated Enforcement

- Policy
- Legal
- Institutional
- Public Acceptance
- Technology



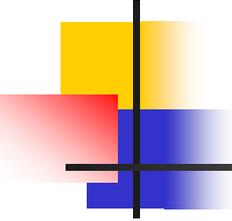
Speed Management Communications Program

- Two speeding messages developed
 - Enforcement- “Speeding: Obey the Sign or Pay the Fine”
 - Social norming- “Stop Speeding before It Stops You”
- Logos/graphics, TV, radio, multimedia and print materials for web-based tool kit developed and ready for local use
- <http://trafficsafetymarketing.gov/>

Speed Program and Research Update

- Intermodal Speeding Demo with ASE
- Telephone Survey
- Travel Speed Survey
- State by State Matrix on Speed Management Programs
- Speed Activated Signs on Curves
- Assessment of Variable Speed Limits
- Catalog of engineering measures

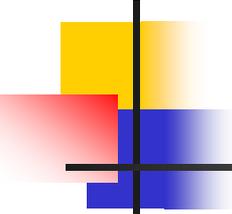




SAFETEA-LU

- Section 402 assurances
 - Requires States to support highly visible speed enforcement activities.

- Guidance to States
 - Provided through the Highway Safety Program Guideline No. 19 – Speed Management (Nov 2006)





**SPEED
LIMIT**
?